

Rep Order# 9795152 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/21/2012 8:43 AM
Last Received: 08/20/2012 9:29 PM
Showing Buylines: All Lines

1 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

50829
Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/11/2012 - 09/17/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$110.00	09/11-09/17	3	1	3	\$330.00	
	2	TU-F,M	530A-6A	GOOD MORNING CINCY	:30	\$110.00	09/11-09/17	2	1	2	\$220.00	
	3	TU-F,M	6A-630A	GOOD MORNING CINCY	:30	\$200.00	09/11-09/17	3	1	3	\$600.00	
	4	TU-F,M	630A-7A	GOOD MORNING CINCY	:30	\$200.00	09/11-09/17	2	1	2	\$400.00	
	5	TU-F,M	7A-730A	THE EARLY SHOW	:30	\$100.00	09/11-09/17	3	1	3	\$300.00	
	6	TU-F,M	730A-8A	THE EARLY SHOW	:30	\$100.00	09/11-09/17	2	1	2	\$200.00	
	7	TU-F,M	8A-830A	THE EARLY SHOW	:30	\$100.00	09/11-09/17	3	1	3	\$300.00	
	8	TU-F,M	830A-9A	THE EARLY SHOW	:30	\$100.00	09/11-09/17	2	1	2	\$200.00	
	9	TU-TH,M	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$25.00	09/11-09/17	3	1	3	\$75.00	
	10	SA	630A-7A	12 NEWS SATURDAY	:30	\$90.00	09/15-09/15	1	1	1	\$90.00	
	11	SA	730A-8A	12 NEWS SATURDAY	:30	\$90.00	09/15-09/15	1	1	1	\$90.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	SA	830A-9A	SATURDAY EARLY SHOW	:30	\$120.00	09/15-09/15	1	1	1	\$120.00	
	13	SU	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$25.00	09/16-09/16	1	1	1	\$25.00	
	14	TU-F,M	9A-10A	THE DOCTORS	:30	\$100.00	09/11-09/17	4	1	4	\$400.00	
	15	TU-F,M	10A-11A	ANDERSON	:30	\$100.00	09/11-09/17	4	1	4	\$400.00	
	16	TU-F,M	11A-12P	PRICE IS RIGHT	:30	\$150.00	09/11-09/17	4	1	4	\$600.00	
	17	TU-F,M	12P-1230P	12 NEWS AT NOON	:30	\$150.00	09/11-09/17	5	1	5	\$750.00	
	18	TU-F,M	1230P-130P	THE YOUNG AND RESTLESS	:30	\$150.00	09/11-09/17	5	1	5	\$750.00	
	19	TU-F,M	130P-2P	BOLD AND BEAUTIFUL	:30	\$150.00	09/11-09/17	5	1	5	\$750.00	
	20	TU-F,M	2P-3P	THE TALK	:30	\$150.00	09/11-09/17	4	1	4	\$600.00	
	21	SA	930A-10A	SATURDAY EARLY SHOW	:30	\$120.00	09/15-09/15	1	1	1	\$120.00	
	22	SU	9A-930A	CBS SUNDAY MORNING	:30	\$140.00	09/16-09/16	1	1	1	\$140.00	
	23	SU	930A-10A	CBS SUNDAY MORNING	:30	\$140.00	09/16-09/16	1	1	1	\$140.00	
	24	SU	10A-1030A	CBS SUNDAY MORNING	:30	\$140.00	09/16-09/16	1	1	1	\$140.00	
	25	SU	1030A-11A	FACE THE NATION	:30	\$150.00	09/16-09/16	1	1	1	\$150.00	
	26	SU	11A-1130A	NEWSMAKERS	:30	\$100.00	09/16-09/16	1	1	1	\$100.00	
	27	TU-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$125.00	09/11-09/17	5	1	5	\$625.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	28	TU-F,M	4P-430P	12 NEWS FIRST	:30	\$180.00	09/11-09/17	5	1	5	\$900.00	
	29	TU-F,M	430P-5P	12 NEWS FIRST	:30	\$180.00	09/11-09/17	5	1	5	\$900.00	
	30	TU-F,M	5P-530P	12 LOCAL NEWS	:30	\$200.00	09/11-09/17	5	1	5	\$1,000.00	
	31	TU-F,M	530P-6P	12 LOCAL NEWS	:30	\$200.00	09/11-09/17	5	1	5	\$1,000.00	
	32	TU-F,M	6P-630P	12 NEWS AT 6P	:30	\$300.00	09/11-09/17	5	1	5	\$1,500.00	
	33	SA	6P-630P	12 NEWS	:30	\$150.00	09/15-09/15	1	1	1	\$150.00	
	34	SU	630P-7P	LOCAL 12 NEWS	:30	\$250.00	09/16-09/16	1	1	1	\$250.00	
	35	TU-F,M	7P-730P	INSIDE EDITION	:30	\$250.00	09/11-09/17	5	1	5	\$1,250.00	
	36	TU-F,M	727P-8P	ENT. TONITE	:30	\$250.00	09/11-09/17	5	1	5	\$1,250.00	
	37	SA	657P-757P	ENTERTAINMENT THIS WEEK	:30	\$200.00	09/15-09/15	1	1	1	\$200.00	
	38	M	10P-11P	HAWAII 5-0	:30	\$1,800.00	09/17-09/17	1	1	1	\$1,800.00	
	43	TU	10P-11P	UNFORGETTABLE	:30	\$700.00	09/11-09/11	1	1	1	\$700.00	
	45	W	8P-9P	BIG BROTHER	:30	\$1,500.00	09/12-09/12	1	1	1	\$1,500.00	
	48	W	10P-11P	CSI	:30	\$1,300.00	09/12-09/12	1	1	1	\$1,300.00	
	51	F	9P-10P	CSI NEW YORK	:30	\$900.00	09/14-09/14	1	1	1	\$900.00	
	52	F	10P-11P	BLUE BLOOD-CBS	:30	\$800.00	09/14-09/14	1	1	1	\$800.00	
	55	SU	7P-8P	60 MINUTES	:30	\$800.00	09/16-09/16	1	1	1	\$800.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	58	TU-F,M	11P-1135P	12 NEWS AT 11P	:30	\$550.00	09/11-09/17	5	1	5	\$2,750.00	
	59	SA	11P-1135P	12 NEWS @ 11P	:30	\$550.00	09/15-09/15	1	1	1	\$550.00	
	60	SU	11P-1135P	12 NEWS @ 11P	:30	\$550.00	09/16-09/16	1	1	1	\$550.00	
	61	TU-F,M	1135P-1235A	DAVID LETTERMAN	:30	\$150.00	09/11-09/17	5	1	5	\$750.00	
	62	SA	1135P-1205A	DAVID LETTERMAN	:30	\$150.00	09/15-09/15	5	1	5	\$750.00	
	63	SA	1205A-105A	CRIMINAL MINDS	:30	\$60.00	09/15-09/15	1	1	1	\$60.00	
	64	SU	1135P-1205A	SPORTS AUTHORITY	:30	\$100.00	09/16-09/16	1	1	1	\$100.00	
	65	SU	1205A-105A	CRIMINAL MINDS	:30	\$60.00	09/16-09/16	1	1	1	\$60.00	
	68	SA	12P-7P	SEC FOOTBALL	:30	\$350.00	09/15-09/15	1	1	1	\$350.00	
	69	SU	12P-1P	NFL TODAY	:30	\$800.00	09/16-09/16	1	1	1	\$800.00	
	70	SU	1P-4P	BENGALS @ BROWNS	:30	\$6,500.00	09/16-09/16	1	1	1	\$6,500.00	
	72	SU	4P-7P	NFL AFC GAME	:30	\$2,400.00	09/16-09/16	1	1	1	\$2,400.00	

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---REPORT TOTALS---

Report Totals: 138 / \$40,435.00

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---SALES MONTHLY TOTALS---

Sep 12: 138 / \$40,435.00
Sales Totals: 138 / \$40,435.00
Station Totals: 138 / \$40,435.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$155,519	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	26%
		WKRC	26%	WLWT	35%	WSTR	2%	WXIX	10%		

Books null
Demos RA35+

ORDER

Orders	50869
Order / Rev:	
Alt Order #:	09795152
Product Desc:	OBAMA 4 AMERICA *A
Estimate:	1536 *a
Flight Dates:	09/11/12 - 09/17/12
Original Date / Rev:	08/21/12 / 08/21/12
Order Type:	GENERAL

Agency	Name:	Greer Margolis Mitchell
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Ave
		Washington, DC 20007

Advertiser	Obama/D/President
Name:	A35+
Demographic:	Presidential Elections
Product Codes:	P-4
Priority:	AGY, POL-CAND, GEN
Revenue Codes:	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/17/12	138	\$40,435.00	\$34,369.75	September 2012	138	\$40,435.00	\$34,369.75	0.00
					Totals	138	\$40,435.00	\$34,369.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC				
Start Of Order - End Of Order				100%

Order Share	Share	Total
Local 12 WKRC-TV	26%	\$40,435.00
Market	100%	\$155,519.23

Competitive Share	Share	Total
EKRC	1%	\$1,555.19
UNKWN	0%	\$0.00
WCPO	26%	\$40,435.00
WLWT	35%	\$54,431.73
WSTR	2%	\$3,110.38
WXIX	10%	\$15,551.92

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	09/11/12	09/17/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	:30	3	\$110.00	P-4	0.00	NM	3	\$330.00
GOOD MORNING CINCY @ 5A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/11/12	09/17/12	MTWTF--	3	\$110.00		0.00						
E 2	WKRC	09/11/12	09/17/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	:30	2	\$110.00	P-4	0.00	NM	2	\$220.00
GOOD MORNING CINCY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/11/12	09/17/12	MTWTF--	2	\$110.00		0.00						
E 3	WKRC	09/11/12	09/17/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	:30	3	\$200.00	P-4	0.00	NM	3	\$600.00
GOOD MORNING CINCY														

Order / Rev:	50869	Advertiser:	Obama/D/President
Alt Order #:	09795152	Product Desc:	OBAMA 4 AMERICA *A
Flight Dates:	09/11/12 - 09/17/12	Estimate:	1536 *a

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	09/11/12	09/17/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	MTWTF--	:30	3	\$200.00	P-4	0.00	NM	3	\$600.00
GOOD MORNING CINCY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/11/12	09/17/12		MTWTF--	3	\$200.00	0.00								
E 4	WKRC	09/11/12	09/17/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	MTWTF--	:30	2	\$200.00	P-4	0.00	NM	2	\$400.00
GOOD MORNING CINCY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/11/12	09/17/12		MTWTF--	2	\$200.00	0.00								
E 5	WKRC	09/11/12	09/17/12	CBS This Morning CBS Morning News	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	MTWTF--	:30	3	\$100.00	P-4	0.00	NM	3	\$300.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/11/12	09/17/12		MTWTF--	3	\$100.00	0.00								
E 6	WKRC	09/11/12	09/17/12	CBS This Morning CBS Morning News	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	MTWTF--	:30	2	\$100.00	P-4	0.00	NM	2	\$200.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/11/12	09/17/12		MTWTF--	2	\$100.00	0.00								
E 7	WKRC	09/11/12	09/17/12	CBS This Morning CBS Morning News	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	MTWTF--	:30	3	\$100.00	P-4	0.00	NM	3	\$300.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/11/12	09/17/12		MTWTF--	3	\$100.00	0.00								
E 8	WKRC	09/11/12	09/17/12	CBS This Morning CBS Morning News	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	MTWTF--	:30	2	\$100.00	P-4	0.00	NM	2	\$200.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/11/12	09/17/12		MTWTF--	2	\$100.00	0.00								
E 9	WKRC	09/11/12	09/17/12	430-5a News M-Th/Su 430a News	CM	4:30 AM-5:00 AM	MTWT----	:30	3	\$25.00	P-4	0.00	NM	3	\$75.00
GOOD MORNING CINCY @ 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/11/12	09/17/12		MTWT---	3	\$25.00	0.00								
E 10	WKRC	09/15/12	09/15/12	6a-8a Local 12 News Sat 6a-8a Local 12 News Sat	SaCM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	-----S-	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00
12 NEWS SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12		-----S-	1	\$90.00	0.00								
E 11	WKRC	09/15/12	09/15/12	6a-8a Local 12 News Sat 6a-8a Local 12 News Sat	SaCM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-----S-	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00
12 NEWS SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12		-----S-	1	\$90.00	0.00								
E 12	WKRC	09/15/12	09/15/12	CBS This Morning Saturd Saturday Early Show	SaCM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	-----S-	:30	1	\$120.00	P-4	0.00	NM	1	\$120.00
SATURDAY EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12		-----S-	1	\$120.00	0.00								
E 13	WKRC	09/16/12	09/16/12	430-5a News M-Th/Su 430a News	CM	4:30 AM-5:00 AM	-----S	:30	1	\$25.00	P-4	0.00	NM	1	\$25.00
GOOD MORNING CINCY @ 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12		-----S	1	\$25.00	0.00								
E 14	WKRC	09/11/12	09/17/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	AMMTWTF--	:30	4	\$100.00	P-4	0.00	NM	4	\$400.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/11/12	09/17/12		MTWTF--	4	\$100.00	0.00								
E 15	WKRC	09/11/12	09/17/12		CM	10:00 AM-11:00 AM	AMTWTF--	:30	4	\$100.00	P-4	0.00	NM	4	\$400.00

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Flight Dates:	09/11/12 - 09/17/12	Estimate:	1536 *a

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 10a-11a														
M-F 10a-11a														

Anderson														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/11/12	09/17/12	09/17/12	MTWTF--	4	\$100.00	0.00							
E 16	WKRC	09/11/12	09/17/12	The Price is Right	CM	11:00 AM-12:00 PM	MTWTF--	:30	4	\$150.00	P-4	0.00	NM	
The Price is Right														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/11/12	09/17/12	09/17/12	MTWTF--	4	\$150.00	0.00							
E 17	WKRC	09/11/12	09/17/12	Local 12 News at Noon	CM	12:00 PM-12:30 PM	MTWTF--	:30	5	\$150.00	P-4	0.00	NM	
Local 12 News at Noon														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/11/12	09/17/12	09/17/12	MTWTF--	5	\$150.00	0.00							
E 18	WKRC	09/11/12	09/17/12	Young & the Restless	CM	12:30 PM-1:30 PM	MTWTF--	:30	5	\$150.00	P-4	0.00	NM	
Young & the Restless														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/11/12	09/17/12	09/17/12	MTWTF--	5	\$150.00	0.00							
E 19	WKRC	09/11/12	09/17/12	Bold & the Beautiful	CM	1:30 PM-2:00 PM	MTWTF--	:30	5	\$150.00	P-4	0.00	NM	
Bold & the Beautiful														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/11/12	09/17/12	09/17/12	MTWTF--	5	\$150.00	0.00							
E 20	WKRC	09/11/12	09/17/12	The Talk	CM	2:00 PM-3:00 PM	MTWTF--	:30	4	\$150.00	P-4	0.00	NM	
The Talk														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/11/12	09/17/12	09/17/12	MTWTF--	4	\$150.00	0.00							
E 21	WKRC	09/15/12	09/15/12	CBS This Morning Saturday	CM	9:30 AM-10:00 AM	-----S-	:30	1	\$120.00	P-4	0.00	NM	
Saturday Early Show														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/10/12	09/16/12	09/16/12	-----S-	1	\$120.00	0.00							
E 22	WKRC	09/16/12	09/16/12	CBS Sun Morning	CM	9:00 AM-9:30 AM	-----S	:30	1	\$140.00	P-4	0.00	NM	
CBS Sun Morn News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/10/12	09/16/12	09/16/12	-----S	1	\$140.00	0.00							
E 23	WKRC	09/16/12	09/16/12	CBS Sun Morning	CM	9:30 AM-10:00 AM	-----S	:30	1	\$140.00	P-4	0.00	NM	
CBS Sun Morn News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/10/12	09/16/12	09/16/12	-----S	1	\$140.00	0.00							
E 24	WKRC	09/16/12	09/16/12	CBS Sun Morning	CM	10:00 AM-10:30 AM	-----S	:30	1	\$140.00	P-4	0.00	NM	
CBS Sun Morn News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/10/12	09/16/12	09/16/12	-----S	1	\$140.00	0.00							
E 25	WKRC	09/16/12	09/16/12	Face the Nation	CM	10:30 AM-11:00 AM	-----S	:30	1	\$150.00	P-4	0.00	NM	
Face the Nation														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/10/12	09/16/12	09/16/12	-----S	1	\$150.00	0.00							
E 26	WKRC	09/16/12	09/16/12	Newsmakers	CM	11:00 AM-11:30 AM	-----S	:30	1	\$100.00	P-4	0.00	NM	
Newsmakers														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/10/12	09/16/12	09/16/12	-----S	1	\$100.00	0.00							
E 27	WKRC	09/11/12	09/17/12		CM	3:00 PM-4:00 PM	MTWTF--	:30	5	\$125.00	P-4	0.00	NM	

Order / Rev:	50869	Advertiser:	Obama/D/President
Alt Order #:	09795152	Product Desc:	OBAMA 4 AMERICA *A
Flight Dates:	09/11/12 - 09/17/12	Estimate:	1536 *a

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Let's Make a Deal															
Let's Make a Deal															
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/11/12	09/17/12	MTWTF--	5	\$125.00	0.00								
E 28	WKRC	09/11/12	09/17/12	4p Local 12 News at Four	CM	4:00 PM-4:30 PM	MTWTF--	:30	5	\$180.00	P-4	0.00	NM	5	\$900.00
12 NEWS FIRST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/11/12	09/17/12	MTWTF--	5	\$180.00	0.00								
E 29	WKRC	09/11/12	09/17/12	4p Local 12 News at Four	CM	4:30 PM-5:00 PM	MTWTF--	:30	5	\$180.00	P-4	0.00	NM	5	\$900.00
12 NEWS FIRST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/11/12	09/17/12	MTWTF--	5	\$180.00	0.00								
E 30	WKRC	09/11/12	09/17/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	MTWTF--	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00
12 LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/11/12	09/17/12	MTWTF--	5	\$200.00	0.00								
E 31	WKRC	09/11/12	09/17/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	MTWTF--	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00
12 LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/11/12	09/17/12	MTWTF--	5	\$200.00	0.00								
E 32	WKRC	09/11/12	09/17/12	6p Local 12 News at Six	CM	6:00 PM-6:30 PM	MTWTF--	:30	5	\$300.00	P-4	0.00	NM	5	\$1,500.00
12 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/11/12	09/17/12	MTWTF--	5	\$300.00	0.00								
E 33	WKRC	09/15/12	09/15/12	6pm Local 12 News Sat	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
12 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	-----S-	1	\$150.00	0.00								
E 34	WKRC	09/16/12	09/16/12	630p Local 12 News Sun	CM	6:30 PM-7:00 PM	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
LOCAL 12 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	-----S	1	\$250.00	0.00								
E 35	WKRC	09/11/12	09/17/12	M-F 7p-730p	CM	7:00 PM-7:30 PM	MTWTF--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/11/12	09/17/12	MTWTF--	5	\$250.00	0.00								
E 36	WKRC	09/11/12	09/17/12	M-F 730p-8p	CM	7:27 PM-8:00 PM	MTWTF--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
ENT. TONITE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/11/12	09/17/12	MTWTF--	5	\$250.00	0.00								
E 37	WKRC	09/15/12	09/15/12	Sa Prime Access Rotato	CM	6:57 PM-7:57 PM	-----S-	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
ENTERTAINMENT THIS WEEK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	-----S-	1	\$200.00	0.00								
E 38	WKRC	09/17/12	09/17/12	Mon Reg 3	CM	10:00 PM-11:00 PM	-----	:30	1	\$1,800.00	P-4	0.00	NM	1	\$1,800.00
Hawaii 5-0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/17/12	09/23/12	M-----	1	\$1,800.00	0.00								
E 39	WKRC	09/11/12	09/11/12	6pm Local 12 News Sat	CM	6:00 PM-6:30 PM	-----S	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00

Order / Rev: 50869 Advertiser: Obama/D/President
Alt Order #: 09795152 Product Desc: OBAMA 4 AMERICA *A Local 12 WKRC-TV
Flight Dates: 09/11/12 - 09/17/12 Estimate: 1536 *a

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Unforgettable															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	-T-----	1	\$700.00	0.00									
E 40	WKRC	09/12/12	09/12/12	Wed Reg 1	CM	8:00 PM-9:00 PM	--W----	:30	1	\$1,500.00	P-4	0.00	NM	1	\$1,500.00
Big Brother															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	--W----	1	\$1,500.00	0.00									
E 41	WKRC	09/12/12	09/12/12	Wed Reg 3	CM	10:00 PM-11:00 PM	Pl-W----	:30	1	\$1,300.00	P-4	0.00	NM	1	\$1,300.00
CSI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	--W----	1	\$1,300.00	0.00									
E 42	WKRC	09/14/12	09/14/12	Fri Reg 2	CM	9:00 PM-10:00 PM	----F--	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
CSI New York															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	----F--	1	\$900.00	0.00									
E 43	WKRC	09/14/12	09/14/12	Fri Reg 3	CM	10:00 PM-11:00 PM	Pl----F--	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
BLUE BLOOD-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	----F--	1	\$800.00	0.00									
E 44	WKRC	09/16/12	09/16/12	Sun Reg 1	CM	7:00 PM-8:00 PM	-----S	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
60 MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	-----S	1	\$800.00	0.00									
E 45	WKRC	09/11/12	09/17/12	11p M-F Local 12 News	CM	11:00 PM-11:35 PM	MTWTF--	:30	5	\$550.00	P-4	0.00	NM	5	\$2,750.00
12 NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/11/12	09/17/12	MTWTF--	5	\$550.00	0.00									
E 46	WKRC	09/15/12	09/15/12	11p M-Su Local 12 News	CM	11:00 PM-11:35 PM	-----S-	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
12 NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	-----S-	1	\$550.00	0.00									
E 47	WKRC	09/16/12	09/16/12	11p M-Su Local 12 News	CM	11:00 PM-11:35 PM	-----S	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
12 NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	-----S	1	\$550.00	0.00									
E 48	WKRC	09/11/12	09/17/12	Letterman	CM	11:35 PM-12:35 AM	XMTWTF--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/11/12	09/17/12	MTWTF--	5	\$150.00	0.00									
E 49	WKRC	09/15/12	09/15/12	Sat Late Fringe Rotator	CM	11:35 PM-12:05 AM	-----S-	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
David Letterman															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	-----S-	5	\$150.00	0.00									
E 50	WKRC	09/15/12	09/15/12	Sat 1205a-105a	CM	12:05 AM-1:05 AM	-----S-	:30	1	\$60.00	P-4	0.00	NM	1	\$60.00
CRIMINAL MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	-----S-	1	\$60.00	0.00									
E 51	WKRC	09/16/12	09/16/12	11:35 PM-12:05 AM	CM	11:35 PM-12:05 AM	-----S	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00

